



TheRetailCoach®

PRIMARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

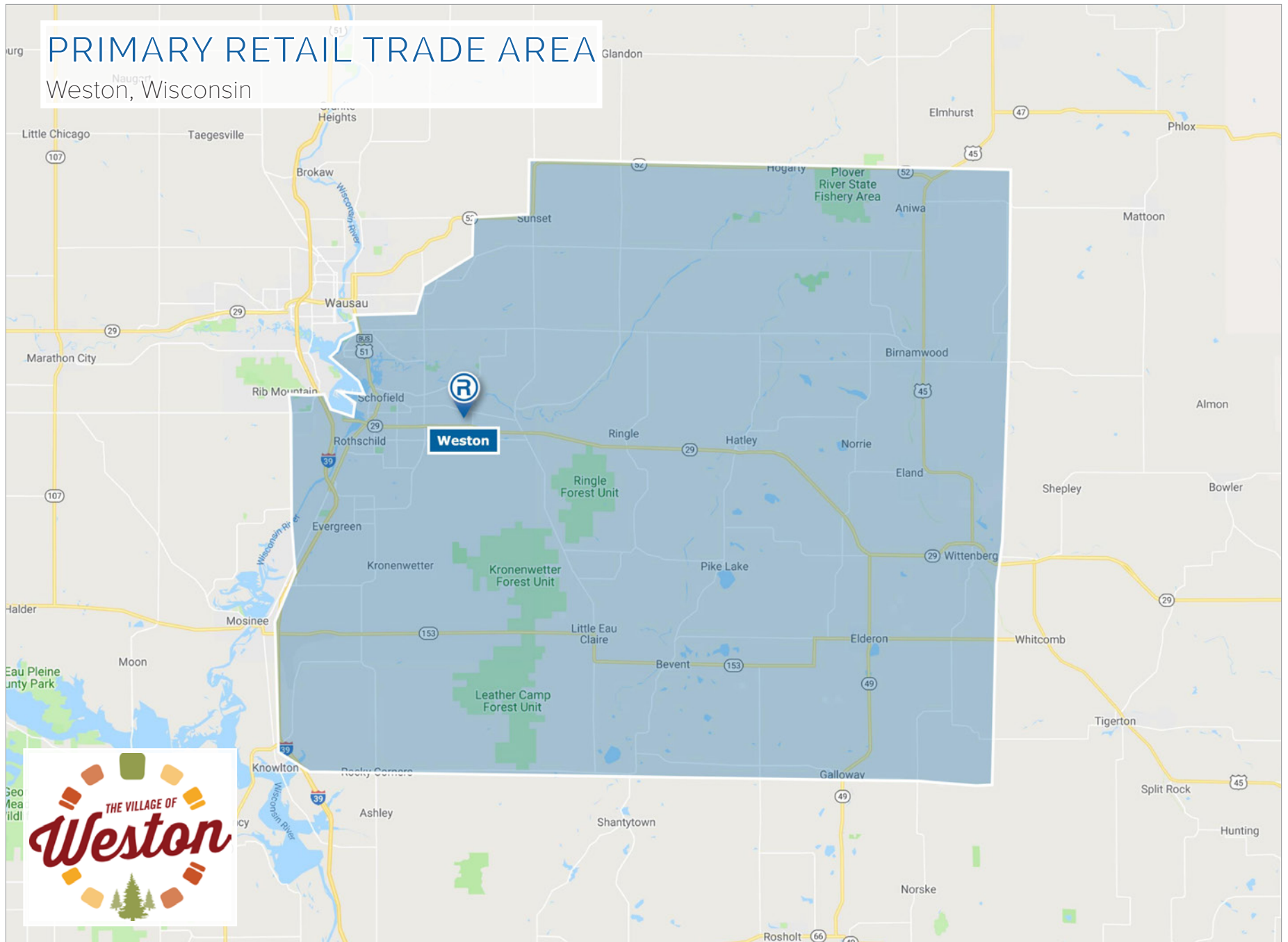
Weston, Wisconsin

Prepared for
Village of Weston
September 2018



PRIMARY RETAIL TRADE AREA

Weston, Wisconsin



CONTACT

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PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Weston, Wisconsin

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
44, 45, 722	Total retail trade including food and drinking places	\$910,761,607	\$221,785,887	\$688,975,720	0.24
441	Motor vehicle and parts dealers	\$188,854,698	\$19,454,132	\$169,400,566	0.10
4411	Automobile dealers	\$160,346,416	\$5,980,728	\$154,365,688	0.04
4412	Other motor vehicle dealers	\$16,359,023	\$4,676,011	\$11,683,012	0.29
4413	Automotive parts, accessories, and tire stores	\$12,149,259	\$8,797,393	\$3,351,866	0.72
442	Furniture and home furnishings stores	\$16,018,416	\$1,708,196	\$14,310,220	0.11
4421	Furniture stores	\$8,669,351	\$813,365	\$7,855,986	0.09
4422	Home furnishings stores	\$7,349,066	\$894,831	\$6,454,235	0.12
443	Electronics and appliance stores	\$13,454,972	\$4,922,725	\$8,532,247	0.37
443141	Household appliance stores	\$2,320,868	\$4,922,725	-\$2,601,857	2.12
443142	Electronics stores	\$11,134,104	\$0	\$11,134,104	0.00
444	Building material and garden equipment and supplies dealers	\$77,714,321	\$8,290,238	\$69,424,083	0.11
4441	Building material and supplies dealers	\$62,514,186	\$6,730,589	\$55,783,597	0.11
44411	Home centers	\$32,697,787	\$0	\$32,697,787	0.00
44412	Paint and wallpaper stores	\$2,031,907	\$430,731	\$1,601,176	0.21
44413	Hardware stores	\$7,460,681	\$2,359,870	\$5,100,811	0.32
44419	Other building material dealers	\$20,323,811	\$3,939,988	\$16,383,823	0.19
4442	Lawn and garden equipment and supplies stores	\$15,200,136	\$1,559,649	\$13,640,487	0.10
44421	Outdoor power equipment stores	\$1,248,522	\$0	\$1,248,522	0.00
44422	Nursery, garden center, and farm supply stores	\$13,951,614	\$1,559,649	\$12,391,965	0.11
445	Food and beverage stores	\$104,378,068	\$56,619,199	\$47,758,869	0.54
4451	Grocery stores	\$96,408,112	\$47,760,573	\$48,647,539	0.50
44511	Supermarkets and other grocery (except convenience) stores	\$95,712,121	\$42,418,351	\$53,293,770	0.44
44512	Convenience stores	\$695,991	\$5,342,222	-\$4,646,231	7.68
4452	Specialty food stores	\$3,318,812	\$2,529,619	\$789,193	0.76
4453	Beer, wine, and liquor stores	\$4,651,145	\$6,329,007	-\$1,677,862	1.36

*Positive numbers denote leakage, negative numbers denote a surplus.

†A Leakage Index of greater than 1.0 means that the community retail sales include shoppers from outside the trade area (surplus). If the index is less than 1.0, the members of the community are shopping outside of the community for their retail needs.

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
446	Health and personal care stores	\$50,014,505	\$14,450,385	\$35,564,120	0.29
44611	Pharmacies and drug stores	\$43,750,305	\$13,195,244	\$30,555,061	0.30
44612	Cosmetics, beauty supplies, and perfume stores	\$1,712,698	\$212,273	\$1,500,425	0.12
44613	Optical goods stores	\$1,431,742	\$295,653	\$1,136,089	0.21
44619	Other health and personal care stores	\$3,119,760	\$747,215	\$2,372,545	0.24
447	Gasoline stations	\$105,543,979	\$12,579,824	\$92,964,155	0.12
44711	Gasoline stations with convenience stores	\$88,246,854	\$5,487,247	\$82,759,607	0.06
44719	Other gasoline stations	\$17,297,125	\$7,092,577	\$10,204,548	0.41
448	Clothing and clothing accessories stores	\$22,087,254	\$2,746,442	\$19,340,812	0.12
4481	Clothing stores	\$15,045,217	\$985,382	\$14,059,835	0.07
44811	Men's clothing stores	\$683,893	\$0	\$683,893	0.00
44812	Women's clothing stores	\$2,890,386	\$630,963	\$2,259,423	0.22
44813	Children's and infants' clothing stores	\$931,040	\$0	\$931,040	0.00
44814	Family clothing stores	\$7,469,481	\$187,004	\$7,282,477	0.03
44815	Clothing accessories stores	\$672,149	\$0	\$672,149	0.00
44819	Other clothing stores	\$2,398,268	\$167,415	\$2,230,853	0.07
4482	Shoe stores	\$3,985,871	\$0	\$3,985,871	0.00
4483	Jewelry, luggage, and leather goods stores	\$3,056,166	\$1,761,060	\$1,295,106	0.58
44831	Jewelry stores	\$3,029,234	\$1,761,060	\$1,268,174	0.58
44832	Luggage and leather goods stores	\$26,932	\$0	\$26,932	0.00
451	Sporting goods, hobby, musical instrument, and book stores	\$13,279,166	\$2,486,325	\$10,792,841	0.19
4511	Sporting goods, hobby, and musical instrument stores	\$11,626,381	\$2,387,586	\$9,238,795	0.21
45111	Sporting goods stores	\$7,478,362	\$2,080,444	\$5,397,918	0.28
45112	Hobby, toy, and game stores	\$2,731,458	\$307,142	\$2,424,316	0.11
45113	Sewing, needlework, and piece goods stores	\$721,213	\$0	\$721,213	0.00
45114	Musical instrument and supplies stores	\$695,348	\$0	\$695,348	0.00
4512	Book stores and news dealers	\$1,652,784	\$98,739	\$1,554,045	0.06

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
452	General merchandise stores	\$107,396,363	\$66,523,330	\$40,873,033	0.62
4522	Department stores	\$28,248,149	\$0	\$28,248,149	0.00
4523	Other general merchandise stores	\$79,148,214	\$66,523,330	\$12,624,884	0.84
453	Miscellaneous store retailers	\$14,765,222	\$3,177,690	\$11,587,532	0.22
4531	Florists	\$1,008,963	\$410,907	\$598,056	0.41
4532	Office supplies, stationery, and gift stores	\$3,116,069	\$224,887	\$2,891,182	0.07
45321	Office supplies and stationery stores	\$1,505,974	\$165,797	\$1,340,177	0.11
45322	Gift, novelty, and souvenir stores	\$1,610,095	\$59,090	\$1,551,005	0.04
4533	Used merchandise stores	\$4,228,846	\$544,828	\$3,684,018	0.13
4539	Other miscellaneous store retailers	\$6,411,344	\$1,997,068	\$4,414,276	0.31
45391	Pet and pet supplies stores	\$2,200,398	\$526,734	\$1,673,664	0.24
45399	All other miscellaneous store retailers	\$4,210,946	\$1,470,334	\$2,740,612	0.35
454	Non-store retailers	\$104,296,878	\$112,999	\$104,183,879	0.00
722	Food services and drinking places	\$92,957,764	\$28,714,402	\$64,243,362	0.31
7223	Special food services	\$5,892,967	\$81,283	\$5,811,684	0.01
7224	Drinking places (alcoholic beverages)	\$7,845,535	\$3,385,226	\$4,460,309	0.43
7225	Restaurants and other eating places	\$79,219,263	\$25,247,893	\$53,971,370	0.32
722511	Full-service restaurants	\$40,441,884	\$7,959,573	\$32,482,311	0.20
722513	Limited-service restaurants	\$33,661,849	\$17,288,320	\$16,373,529	0.51
722514	Cafeterias, grill buffets, and buffets	\$824,383	\$0	\$824,383	0.00
722515	Snack and nonalcoholic beverage bars	\$4,291,147	\$0	\$4,291,147	0.00

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PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Weston, Wisconsin

DESCRIPTION	DATA	%
Population		
2023 Projection	54,657	
2018 Estimate	53,636	
2010 Census	52,060	
2000 Census	46,765	
Growth 2018 - 2023		1.90%
Growth 2010 - 2018		3.03%
Growth 2000 - 2010		11.32%
2018 Est. Population by Single-Classification Race	53,636	
White Alone	47,971	89.44%
Black or African American Alone	433	0.81%
Amer. Indian and Alaska Native Alone	399	0.74%
Asian Alone	3,324	6.20%
Native Hawaiian and Other Pacific Island Alone	29	0.05%
Some Other Race Alone	523	0.98%
Two or More Races	956	1.78%
2018 Est. Population by Hispanic or Latino Origin	53,636	
Not Hispanic or Latino	52,292	97.49%
Hispanic or Latino	1,344	2.51%
Mexican	890	66.22%
Puerto Rican	105	7.81%
Cuban	23	1.71%
All Other Hispanic or Latino	325	24.18%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	1,344	
White Alone	621	46.21%
Black or African American Alone	9	0.67%
American Indian and Alaska Native Alone	59	4.39%
Asian Alone	19	1.41%
Native Hawaiian and Other Pacific Islander Alone	1	0.07%
Some Other Race Alone	491	36.53%
Two or More Races	144	10.71%
2018 Est. Pop by Race, Asian Alone, by Category	3,324	
Chinese, except Taiwanese	84	2.53%
Filipino	72	2.17%
Japanese	15	0.45%
Asian Indian	178	5.36%
Korean	45	1.35%
Vietnamese	4	0.12%
Cambodian	8	0.24%
Hmong	2,671	80.36%
Laotian	15	0.45%
Thai	19	0.57%
All Other Asian Races Including 2+ Category	214	6.44%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Weston, Wisconsin

DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	53,636	
Arab	7	0.01%
Czech	429	0.80%
Danish	278	0.52%
Dutch	896	1.67%
English	1,207	2.25%
French (except Basque)	610	1.14%
French Canadian	619	1.15%
German	21,070	39.28%
Greek	32	0.06%
Hungarian	133	0.25%
Irish	2,213	4.13%
Italian	589	1.10%
Lithuanian	39	0.07%
United States or American	1,319	2.46%
Norwegian	1,731	3.23%
Polish	6,697	12.49%
Portuguese	6	0.01%
Russian	168	0.31%
Scottish	188	0.35%
Scotch-Irish	164	0.31%
Slovak	24	0.05%
Subsaharan African	3	0.01%
Swedish	480	0.90%
Swiss	209	0.39%
Ukrainian	35	0.07%
Welsh	94	0.18%
West Indian (except Hisp. groups)	14	0.03%
Other ancestries	6,586	12.28%
Ancestry Unclassified	7,798	14.54%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	47,172	93.49%
Speak Asian/Pacific Island Language at Home	1,646	3.26%
Speak IndoEuropean Language at Home	506	1.00%
Speak Spanish at Home	1,092	2.16%
Speak Other Language at Home	39	0.08%
2018 Est. Population by Age	53,636	
Age 0 - 4	3,180	5.93%
Age 5 - 9	3,304	6.16%
Age 10 - 14	3,501	6.53%
Age 15 - 17	2,146	4.00%
Age 18 - 20	1,935	3.61%
Age 21 - 24	2,575	4.80%
Age 25 - 34	5,996	11.18%
Age 35 - 44	6,676	12.45%
Age 45 - 54	7,483	13.95%
Age 55 - 64	7,640	14.24%
Age 65 - 74	5,326	9.93%
Age 75 - 84	2,652	4.94%
Age 85 and over	1,223	2.28%
Age 16 and over	42,952	80.08%
Age 18 and over	41,504	77.38%
Age 21 and over	39,569	73.77%
Age 65 and over	9,201	17.16%
2018 Est. Median Age		41.39
2018 Est. Average Age		40.63

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Weston, Wisconsin

DESCRIPTION	DATA	%
2018 Est. Population by Sex	53,636	
Male	26,831	50.02%
Female	26,804	49.97%
2018 Est. Male Population by Age	26,831	
Age 0 - 4	1,633	6.09%
Age 5 - 9	1,696	6.32%
Age 10 - 14	1,785	6.65%
Age 15 - 17	1,091	4.07%
Age 18 - 20	1,006	3.75%
Age 21 - 24	1,336	4.98%
Age 25 - 34	3,067	11.43%
Age 35 - 44	3,369	12.56%
Age 45 - 54	3,755	14.00%
Age 55 - 64	3,854	14.36%
Age 65 - 74	2,583	9.63%
Age 75 - 84	1,225	4.57%
Age 85 and over	432	1.61%
2018 Est. Median Age, Male		40.48
2018 Est. Average Age, Male		39.83

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	26,804	
Age 0 - 4	1,547	5.77%
Age 5 - 9	1,608	6.00%
Age 10 - 14	1,716	6.40%
Age 15 - 17	1,055	3.94%
Age 18 - 20	929	3.47%
Age 21 - 24	1,239	4.62%
Age 25 - 34	2,929	10.93%
Age 35 - 44	3,307	12.34%
Age 45 - 54	3,728	13.91%
Age 55 - 64	3,785	14.12%
Age 65 - 74	2,743	10.23%
Age 75 - 84	1,427	5.32%
Age 85 and over	791	2.95%
2018 Est. Median Age, Female		42.31
2018 Est. Average Age, Female		41.42
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	11,479	26.30%
Males, Never Married	6,446	14.77%
Females, Never Married	5,033	11.53%
Married, Spouse present	23,871	54.69%
Married, Spouse absent	1,020	2.34%
Widowed	2,883	6.61%
Males Widowed	606	1.39%
Females Widowed	2,278	5.22%
Divorced	4,397	10.07%
Males Divorced	2,071	4.75%
Females Divorced	2,326	5.33%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Weston, Wisconsin

DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,217	3.3%
Some High School, no diploma	1,671	4.5%
High School Graduate (or GED)	13,529	36.6%
Some College, no degree	6,922	18.7%
Associate Degree	4,568	12.3%
Bachelor's Degree	6,575	17.8%
Master's Degree	1,936	5.2%
Professional School Degree	437	1.2%
Doctorate Degree	139	0.4%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	228	38.32%
High School Graduate	193	32.44%
Some College or Associate's Degree	85	14.29%
Bachelor's Degree or Higher	87	14.62%
Households		
2023 Projection	21,978	
2018 Estimate	21,433	
2010 Census	20,453	
2000 Census	17,531	
Growth 2018 - 2023		2.54%
Growth 2010 - 2018		4.79%
Growth 2000 - 2010		16.67%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type		
Family Households	14,975	69.87%
Nonfamily Households	6,458	30.13%
2018 Est. Group Quarters Population	739	
2018 Households by Ethnicity, Hispanic/Latino	308	
2018 Est. Households by Household Income		
Income < \$15,000	1,589	7.41%
Income \$15,000 - \$24,999	1,966	9.17%
Income \$25,000 - \$34,999	2,065	9.64%
Income \$35,000 - \$49,999	3,027	14.12%
Income \$50,000 - \$74,999	4,266	19.90%
Income \$75,000 - \$99,999	3,361	15.68%
Income \$100,000 - \$124,999	2,182	10.18%
Income \$125,000 - \$149,999	1,332	6.22%
Income \$150,000 - \$199,999	991	4.62%
Income \$200,000 - \$249,999	342	1.60%
Income \$250,000 - \$499,999	254	1.19%
Income \$500,000+	59	0.28%
2018 Est. Average Household Income		\$74,785
2018 Est. Median Household Income		\$61,447

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$62,875
Black or African American Alone		\$30,288
American Indian and Alaska Native Alone		\$32,459
Asian Alone		\$40,990
Native Hawaiian and Other Pacific Islander Alone		\$40,576
Some Other Race Alone		\$40,851
Two or More Races		\$56,859
Hispanic or Latino		\$46,889
Not Hispanic or Latino		\$61,807
2018 Est. Family HH Type by Presence of Own Child.	14,975	
Married-Couple Family, own children	4,802	32.07%
Married-Couple Family, no own children	7,268	48.53%
Male Householder, own children	666	4.45%
Male Householder, no own children	395	2.64%
Female Householder, own children	1,175	7.85%
Female Householder, no own children	669	4.47%
2018 Est. Households by Household Size	21,433	
1-person	5,478	25.56%
2-person	7,979	37.23%
3-person	3,353	15.64%
4-person	2,884	13.46%
5-person	1,103	5.15%
6-person	401	1.87%
7-or-more-person	235	1.10%
2018 Est. Average Household Size		2.46

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	21,433	
Households with 1 or More People under Age 18:	7,046	32.88%
Married-Couple Family	4,958	70.37%
Other Family, Male Householder	713	10.12%
Other Family, Female Householder	1,286	18.25%
Nonfamily, Male Householder	71	1.01%
Nonfamily, Female Householder	18	0.26%
Households with No People under Age 18:	14,386	67.12%
Married-Couple Family	7,114	49.45%
Other Family, Male Householder	352	2.45%
Other Family, Female Householder	556	3.87%
Nonfamily, Male Householder	3,172	22.05%
Nonfamily, Female Householder	3,193	22.20%
2018 Est. Households by Number of Vehicles	21,433	
No Vehicles	870	4.06%
1 Vehicle	5,811	27.11%
2 Vehicles	9,727	45.38%
3 Vehicles	3,790	17.68%
4 Vehicles	770	3.59%
5 or more Vehicles	465	2.17%
2018 Est. Average Number of Vehicles		1.98

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	15,364	
2018 Estimate	14,975	
2010 Census	14,266	
2000 Census	12,790	
Growth 2018 - 2023		2.60%
Growth 2010 - 2018		4.97%
Growth 2000 - 2010		11.54%
2018 Est. Families by Poverty Status	14,975	
2018 Families at or Above Poverty	14,190	94.76%
2018 Families at or Above Poverty with Children	5,847	39.05%
2018 Families Below Poverty	785	5.24%
2018 Families Below Poverty with Children	616	4.11%
2018 Est. Pop 16+ by Employment Status	42,952	
Civilian Labor Force, Employed	28,522	66.40%
Civilian Labor Force, Unemployed	889	2.07%
Armed Forces	0	0.00%
Not in Labor Force	13,541	31.53%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	28,305	
For-Profit Private Workers	21,092	74.52%
Non-Profit Private Workers	2,400	8.48%
Local Government Workers	265	0.94%
State Government Workers	679	2.40%
Federal Government Workers	1,868	6.60%
Self-Employed Workers	1,931	6.82%
Unpaid Family Workers	69	0.24%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	28,305	
Architect/Engineer	457	1.62%
Arts/Entertainment/Sports	384	1.36%
Building Grounds Maintenance	835	2.95%
Business/Financial Operations	1,389	4.91%
Community/Social Services	496	1.75%
Computer/Mathematical	534	1.89%
Construction/Extraction	1,031	3.64%
Education/Training/Library	1,335	4.72%
Farming/Fishing/Forestry	349	1.23%
Food Prep/Serving	1,133	4.00%
Health Practitioner/Technician	1,641	5.80%
Healthcare Support	774	2.73%
Maintenance Repair	953	3.37%
Legal	336	1.19%
Life/Physical/Social Science	148	0.52%
Management	2,720	9.61%
Office/Admin. Support	3,982	14.07%
Production	2,888	10.20%
Protective Services	425	1.50%
Sales/Related	3,458	12.22%
Personal Care/Service	770	2.72%
Transportation/Moving	2,268	8.01%
2018 Est. Pop 16+ by Occupation Classification	28,305	
White Collar	16,878	59.63%
Blue Collar	7,140	25.23%
Service and Farm	4,287	15.15%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Weston, Wisconsin

DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	28,112	
Drove Alone	23,938	85.15%
Car Pooled	2,163	7.69%
Public Transportation	52	0.19%
Walked	377	1.34%
Bicycle	90	0.32%
Other Means	232	0.83%
Worked at Home	1,260	4.48%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	10,814	
15 - 29 Minutes	11,589	
30 - 44 Minutes	2,645	
45 - 59 Minutes	948	
60 or more Minutes	1,029	
2018 Est. Avg Travel Time to Work in Minutes		21.35
2018 Est. Occupied Housing Units by Tenure	21,433	
Owner Occupied	16,144	75.32%
Renter Occupied	5,288	24.67%
2018 Owner Occ. HUs: Avg. Length of Residence		17.55
2018 Renter Occ. HUs: Avg. Length of Residence		6.58

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	21,433	
Value Less than \$20,000	472	2.92%
Value \$20,000 - \$39,999	122	0.76%
Value \$40,000 - \$59,999	190	1.18%
Value \$60,000 - \$79,999	611	3.79%
Value \$80,000 - \$99,999	1,318	8.16%
Value \$100,000 - \$149,999	4,782	29.62%
Value \$150,000 - \$199,999	4,104	25.42%
Value \$200,000 - \$299,999	2,752	17.05%
Value \$300,000 - \$399,999	1,035	6.41%
Value \$400,000 - \$499,999	377	2.34%
Value \$500,000 - \$749,999	276	1.71%
Value \$750,000 - \$999,999	62	0.38%
Value \$1,000,000 or \$1,499,999	26	0.16%
Value \$1,500,000 or \$1,999,999	2	0.01%
Value \$2,000,000+	16	0.10%
2018 Est. Median All Owner-Occupied Housing Value		\$156,334
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	17,417	74.35%
1 Unit Detached	903	3.86%
2 Units	872	3.72%
3 or 4 Units	418	1.78%
5 to 19 Units	2,336	9.97%
20 to 49 Units	426	1.82%
50 or More Units	359	1.53%
Mobile Home or Trailer	694	2.96%
Boat, RV, Van, etc.	2	0.01%

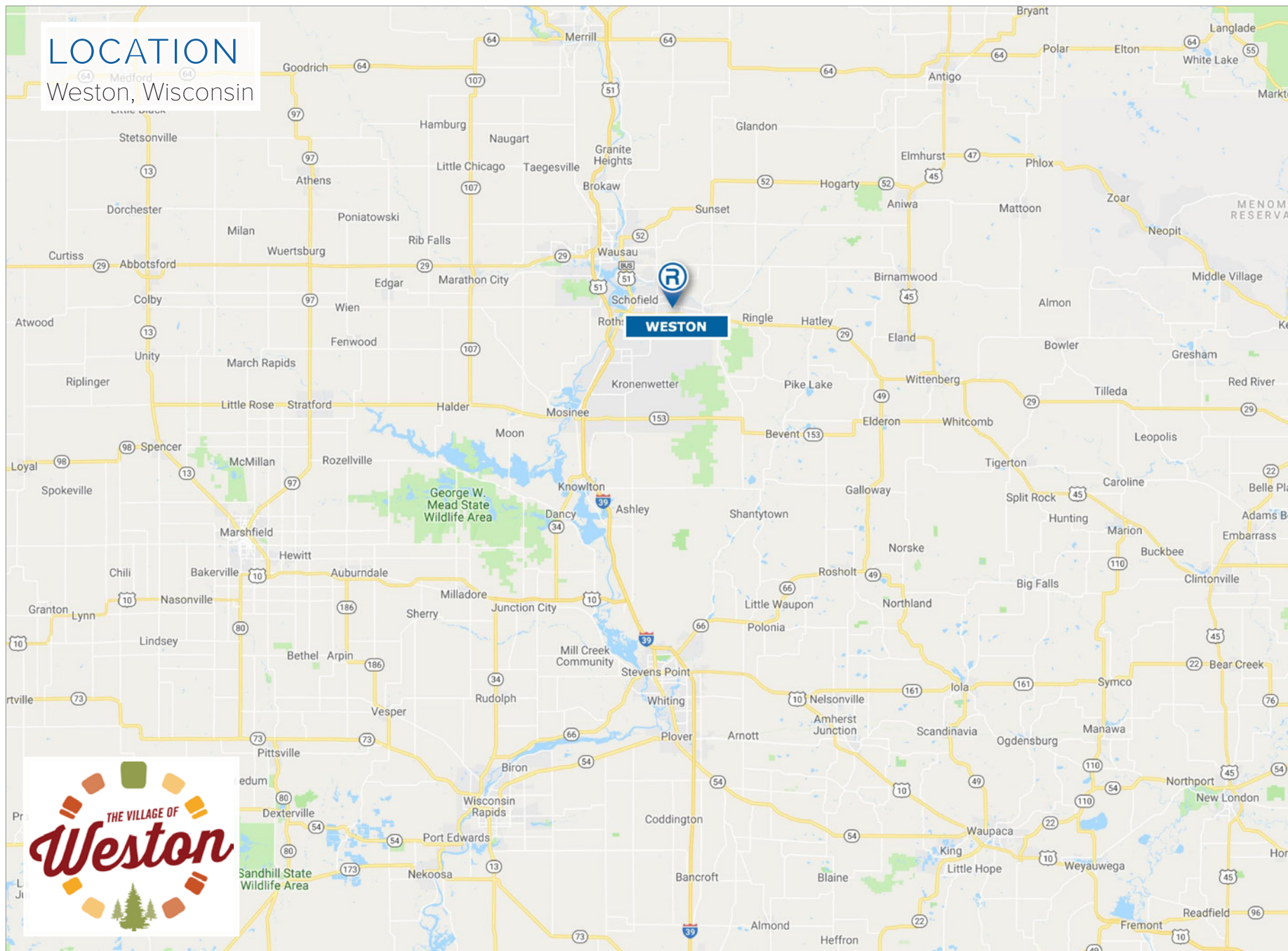
PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Weston, Wisconsin

DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	887	3.79%
Housing Units Built 2010 to 2014	378	1.61%
Housing Units Built 2000 to 2009	4,755	20.30%
Housing Units Built 1990 to 1999	3,706	15.82%
Housing Units Built 1980 to 1989	2,388	10.19%
Housing Units Built 1970 to 1979	3,942	16.83%
Housing Units Built 1960 to 1969	1,809	7.72%
Housing Units Built 1950 to 1959	1,872	7.99%
Housing Units Built 1940 to 1949	1,027	4.38%
Housing Unit Built 1939 or Earlier	2,660	11.36%
2018 Est. Median Year Structure Built		1982

LOCATION

Weston, Wisconsin



CONTACT

JENNIFER HIGGINS, DIRECTOR OF PLANNING & DEVELOPMENT

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COMMUNITY • DEMOGRAPHIC PROFILE

Weston, Wisconsin

DESCRIPTION	DATA	%
Population		
2023 Projection	16,383	
2018 Estimate	15,766	
2010 Census	14,868	
2000 Census	12,046	
Growth 2018 - 2023		3.91%
Growth 2010 - 2018		6.04%
Growth 2000 - 2010		23.43%
2018 Est. Population by Single-Classification Race	15,766	
White Alone	13,386	84.90%
Black or African American Alone	164	1.04%
Amer. Indian and Alaska Native Alone	65	0.41%
Asian Alone	1,670	10.59%
Native Hawaiian and Other Pacific Island Alone	5	0.03%
Some Other Race Alone	158	1.00%
Two or More Races	318	2.02%
2018 Est. Population by Hispanic or Latino Origin	15,766	
Not Hispanic or Latino	15,341	97.30%
Hispanic or Latino	425	2.70%
Mexican	269	63.29%
Puerto Rican	35	8.24%
Cuban	10	2.35%
All Other Hispanic or Latino	111	26.12%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	425	
White Alone	209	49.18%
Black or African American Alone	4	0.94%
American Indian and Alaska Native Alone	12	2.82%
Asian Alone	3	0.71%
Native Hawaiian and Other Pacific Islander Alone	1	0.24%
Some Other Race Alone	153	36.00%
Two or More Races	43	10.12%
2018 Est. Pop by Race, Asian Alone, by Category	1,670	
Chinese, except Taiwanese	0	0.00%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	161	9.64%
Korean	10	0.60%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	1,365	81.74%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	134	8.02%

COMMUNITY • DEMOGRAPHIC PROFILE

Weston, Wisconsin

DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	15,766	
Arab	5	0.03%
Czech	178	1.13%
Danish	99	0.63%
Dutch	380	2.41%
English	390	2.47%
French (except Basque)	177	1.12%
French Canadian	307	1.95%
German	6,073	38.52%
Greek	10	0.06%
Hungarian	40	0.25%
Irish	496	3.15%
Italian	192	1.22%
Lithuanian	12	0.08%
United States or American	301	1.91%
Norwegian	578	3.67%
Polish	1,626	10.31%
Portuguese	4	0.03%
Russian	4	0.03%
Scottish	58	0.37%
Scotch-Irish	111	0.70%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	149	0.95%
Swiss	57	0.36%
Ukrainian	0	0.00%
Welsh	0	0.00%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	2,104	13.35%
Ancestry Unclassified	2,415	15.32%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	13,292	90.47%
Speak Asian/Pacific Island Language at Home	786	5.35%
Speak IndoEuropean Language at Home	98	0.67%
Speak Spanish at Home	505	3.44%
Speak Other Language at Home	12	0.08%
2018 Est. Population by Age	15,766	
Age 0 - 4	1,073	6.81%
Age 5 - 9	1,087	6.90%
Age 10 - 14	1,113	7.06%
Age 15 - 17	666	4.22%
Age 18 - 20	597	3.79%
Age 21 - 24	786	4.99%
Age 25 - 34	1,966	12.47%
Age 35 - 44	2,104	13.35%
Age 45 - 54	2,101	13.33%
Age 55 - 64	1,963	12.45%
Age 65 - 74	1,310	8.31%
Age 75 - 84	662	4.20%
Age 85 and over	338	2.14%
Age 16 and over	12,275	77.86%
Age 18 and over	11,827	75.02%
Age 21 and over	11,230	71.23%
Age 65 and over	2,310	14.65%
2018 Est. Median Age		37.87
2018 Est. Average Age		38.40

COMMUNITY • DEMOGRAPHIC PROFILE

Weston, Wisconsin

DESCRIPTION	DATA	%
2018 Est. Population by Sex	15,766	
Male	7,821	49.61%
Female	7,945	50.39%
2018 Est. Male Population by Age	7,821	
Age 0 - 4	554	7.08%
Age 5 - 9	562	7.19%
Age 10 - 14	570	7.29%
Age 15 - 17	334	4.27%
Age 18 - 20	305	3.90%
Age 21 - 24	396	5.06%
Age 25 - 34	973	12.44%
Age 35 - 44	1,066	13.63%
Age 45 - 54	1,063	13.59%
Age 55 - 64	974	12.45%
Age 65 - 74	612	7.83%
Age 75 - 84	298	3.81%
Age 85 and over	114	1.46%
2018 Est. Median Age, Male		37.08
2018 Est. Average Age, Male		37.50

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	7,945	
Age 0 - 4	519	6.53%
Age 5 - 9	525	6.61%
Age 10 - 14	543	6.83%
Age 15 - 17	332	4.18%
Age 18 - 20	292	3.68%
Age 21 - 24	390	4.91%
Age 25 - 34	993	12.50%
Age 35 - 44	1,038	13.07%
Age 45 - 54	1,038	13.07%
Age 55 - 64	989	12.45%
Age 65 - 74	698	8.79%
Age 75 - 84	364	4.58%
Age 85 and over	224	2.82%
2018 Est. Median Age, Female		38.68
2018 Est. Average Age, Female		39.30
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	3,317	26.55%
Males, Never Married	1,810	14.49%
Females, Never Married	1,507	12.06%
Married, Spouse present	6,777	54.25%
Married, Spouse absent	222	1.78%
Widowed	825	6.60%
Males Widowed	148	1.19%
Females Widowed	677	5.42%
Divorced	1,352	10.82%
Males Divorced	588	4.71%
Females Divorced	764	6.12%

COMMUNITY • DEMOGRAPHIC PROFILE

Weston, Wisconsin

DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	372	3.6%
Some High School, no diploma	522	5.0%
High School Graduate (or GED)	3,592	34.4%
Some College, no degree	2,071	19.8%
Associate Degree	1,206	11.5%
Bachelor's Degree	1,889	18.1%
Master's Degree	660	6.3%
Professional School Degree	105	1.0%
Doctorate Degree	27	0.3%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	66	34.20%
High School Graduate	71	36.79%
Some College or Associate's Degree	16	8.29%
Bachelor's Degree or Higher	40	20.73%
Households		
2023 Projection	6,580	
2018 Estimate	6,297	
2010 Census	5,840	
2000 Census	4,586	
Growth 2018 - 2023		4.49%
Growth 2010 - 2018		7.83%
Growth 2000 - 2010		27.34%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type	6,297	
Family Households	4,211	66.87%
Nonfamily Households	2,086	33.13%
2018 Est. Group Quarters Population	189	
2018 Households by Ethnicity, Hispanic/Latino	111	
2018 Est. Households by Household Income	6,297	
Income < \$15,000	576	9.15%
Income \$15,000 - \$24,999	725	11.51%
Income \$25,000 - \$34,999	735	11.67%
Income \$35,000 - \$49,999	970	15.40%
Income \$50,000 - \$74,999	1,157	18.37%
Income \$75,000 - \$99,999	899	14.28%
Income \$100,000 - \$124,999	550	8.73%
Income \$125,000 - \$149,999	346	5.50%
Income \$150,000 - \$199,999	216	3.43%
Income \$200,000 - \$249,999	69	1.10%
Income \$250,000 - \$499,999	48	0.76%
Income \$500,000+	6	0.10%
2018 Est. Average Household Income		\$66,092
2018 Est. Median Household Income		\$52,605

COMMUNITY • DEMOGRAPHIC PROFILE

Weston, Wisconsin

DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$55,891
Black or African American Alone		\$28,738
American Indian and Alaska Native Alone		\$28,963
Asian Alone		\$31,093
Native Hawaiian and Other Pacific Islander Alone		\$35,000
Some Other Race Alone		\$42,219
Two or More Races		\$30,205
Hispanic or Latino		\$50,283
Not Hispanic or Latino		\$52,682
2018 Est. Family HH Type by Presence of Own Child.	4,211	
Married-Couple Family, own children	1,389	32.99%
Married-Couple Family, no own children	1,769	42.01%
Male Householder, own children	241	5.72%
Male Householder, no own children	102	2.42%
Female Householder, own children	488	11.59%
Female Householder, no own children	222	5.27%
2018 Est. Households by Household Size	6,297	
1-person	1,726	27.41%
2-person	2,164	34.37%
3-person	1,017	16.15%
4-person	852	13.53%
5-person	325	5.16%
6-person	130	2.06%
7-or-more-person	83	1.32%
2018 Est. Average Household Size		2.47

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	6,297	
Households with 1 or More People under Age 18:	2,241	35.59%
Married-Couple Family	1,426	63.63%
Other Family, Male Householder	255	11.38%
Other Family, Female Householder	525	23.43%
Nonfamily, Male Householder	26	1.16%
Nonfamily, Female Householder	9	0.40%
Households with No People under Age 18:	4,056	64.41%
Married-Couple Family	1,732	42.70%
Other Family, Male Householder	87	2.15%
Other Family, Female Householder	185	4.56%
Nonfamily, Male Householder	1,008	24.85%
Nonfamily, Female Householder	1,044	25.74%
2018 Est. Households by Number of Vehicles	6,297	
No Vehicles	268	4.26%
1 Vehicle	2,066	32.81%
2 Vehicles	2,836	45.04%
3 Vehicles	978	15.53%
4 Vehicles	95	1.51%
5 or more Vehicles	54	0.86%
2018 Est. Average Number of Vehicles		1.8

COMMUNITY • DEMOGRAPHIC PROFILE

Weston, Wisconsin

DESCRIPTION	DATA	%
Family Households		
2023 Projection	4,399	
2018 Estimate	4,211	
2010 Census	3,915	
2000 Census	3,201	
Growth 2018 - 2023		4.46%
Growth 2010 - 2018		7.56%
Growth 2000 - 2010		22.31%
2018 Est. Families by Poverty Status	4,211	
2018 Families at or Above Poverty	3,877	92.07%
2018 Families at or Above Poverty with Children	1,582	37.57%
2018 Families Below Poverty	334	7.93%
2018 Families Below Poverty with Children	283	6.72%
2018 Est. Pop 16+ by Employment Status	12,275	
Civilian Labor Force, Employed	8,066	65.71%
Civilian Labor Force, Unemployed	255	2.08%
Armed Forces	0	0.00%
Not in Labor Force	3,954	32.21%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	7,827	
For-Profit Private Workers	5,769	73.71%
Non-Profit Private Workers	769	9.83%
Local Government Workers	78	1.00%
State Government Workers	161	2.06%
Federal Government Workers	554	7.08%
Self-Employed Workers	483	6.17%
Unpaid Family Workers	13	0.17%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	7,827	
Architect/Engineer	71	0.91%
Arts/Entertainment/Sports	94	1.20%
Building Grounds Maintenance	332	4.24%
Business/Financial Operations	442	5.65%
Community/Social Services	189	2.42%
Computer/Mathematical	170	2.17%
Construction/Extraction	316	4.04%
Education/Training/Library	325	4.15%
Farming/Fishing/Forestry	41	0.52%
Food Prep/Serving	244	3.12%
Health Practitioner/Technician	521	6.66%
Healthcare Support	274	3.50%
Maintenance Repair	198	2.53%
Legal	81	1.04%
Life/Physical/Social Science	11	0.14%
Management	746	9.53%
Office/Admin. Support	1,031	13.17%
Production	788	10.07%
Protective Services	87	1.11%
Sales/Related	1,109	14.17%
Personal Care/Service	169	2.16%
Transportation/Moving	588	7.51%
2018 Est. Pop 16+ by Occupation Classification	7,827	
White Collar	4,790	61.20%
Blue Collar	1,890	24.15%
Service and Farm	1,147	14.65%

COMMUNITY • DEMOGRAPHIC PROFILE

Weston, Wisconsin

DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	7,805	
Drove Alone	6,807	87.21%
Car Pooled	603	7.73%
Public Transportation	31	0.40%
Walked	21	0.27%
Bicycle	23	0.30%
Other Means	29	0.37%
Worked at Home	291	3.73%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,411	
15 - 29 Minutes	3,493	
30 - 44 Minutes	270	
45 - 59 Minutes	139	
60 or more Minutes	275	
2018 Est. Avg Travel Time to Work in Minutes		19
2018 Est. Occupied Housing Units by Tenure	6,297	
Owner Occupied	3,924	62.32%
Renter Occupied	2,373	37.69%
2018 Owner Occ. HUs: Avg. Length of Residence		15.2
2018 Renter Occ. HUs: Avg. Length of Residence		5.8

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	6,297	
Value Less than \$20,000	208	5.30%
Value \$20,000 - \$39,999	23	0.59%
Value \$40,000 - \$59,999	8	0.20%
Value \$60,000 - \$79,999	102	2.60%
Value \$80,000 - \$99,999	211	5.38%
Value \$100,000 - \$149,999	1,296	33.03%
Value \$150,000 - \$199,999	1,084	27.63%
Value \$200,000 - \$299,999	669	17.05%
Value \$300,000 - \$399,999	191	4.87%
Value \$400,000 - \$499,999	75	1.91%
Value \$500,000 - \$749,999	41	1.05%
Value \$750,000 - \$999,999	4	0.10%
Value \$1,000,000 or \$1,499,999	11	0.28%
Value \$1,500,000 or \$1,999,999	1	0.03%
Value \$2,000,000+	0	0.00%
2018 Est. Median All Owner-Occupied Housing Value		\$154,670
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	3,788	54.63%
1 Unit Detached	410	5.91%
2 Units	370	5.34%
3 or 4 Units	306	4.41%
5 to 19 Units	1,264	18.23%
20 to 49 Units	226	3.26%
50 or More Units	197	2.84%
Mobile Home or Trailer	373	5.38%
Boat, RV, Van, etc.	0	0.00%

COMMUNITY • DEMOGRAPHIC PROFILE

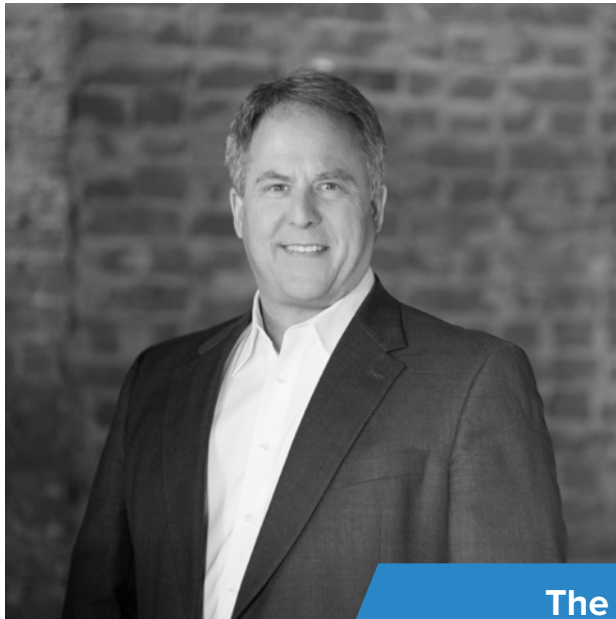
Weston, Wisconsin

DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	370	5.34%
Housing Units Built 2010 to 2014	166	2.39%
Housing Units Built 2000 to 2009	1,779	25.66%
Housing Units Built 1990 to 1999	1,426	20.57%
Housing Units Built 1980 to 1989	793	11.44%
Housing Units Built 1970 to 1979	1,298	18.72%
Housing Units Built 1960 to 1969	435	6.27%
Housing Units Built 1950 to 1959	354	5.11%
Housing Units Built 1940 to 1949	83	1.20%
Housing Unit Built 1939 or Earlier	230	3.32%
2018 Est. Median Year Structure Built		1992

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients' communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

The Retail Coach –

“It's not about data. It's about your success.”



ACKNOWLEDGEMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics 2018, ESRI 2017, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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